

**Pengaruh Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas dan  
Loyalitas Merek Terhadap Proses Keputusan Pembelian Laptop  
Merek ACER di Kota Semarang**

**SETYA ADI PRATAMA**

(Pembimbing : Dr. Amron, SE, MM)

*Manajemen - S1, FEB, Universitas Dian Nuswantoro*

*www.dinus.ac.id*

*Email : 211201102319@mhs.dinus.ac.id*

**ABSTRAK**

Penelitian ini dilatar belakangi oleh persaingan di industri personal computer (termasuk laptop) yang semakin kompetitif. Persaingan usaha di era globalisasi seperti sekarang ini tidak hanya terbatas dan keunggulan produk atau atribut fungsional produk saja. Tetapi sudah dikaitkan dengan merek, karena orang lebih cenderung membeli produk yang membawa nama merek terkenal dan dihormati. Tujuan dari penelitian ini untuk menguji pengaruh dari kesadaran merek, asosiasi merek, persepsi kualitas, dan loyalitas merek. Teknik pengambilan sampel yang digunakan adalah Non Probability Sampling. Analisis yang difokuskan kepada konsumen ini menunjukkan bahwa kesadaran merek, asosiasi merek, persepsi kualitas dan loyalitas merek secara simultan terhadap keputusan pembelian laptop merek Acer dengan kontribusi sebesar 86,3% dan sisanya sebesar 13,7% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini. Dari hasil penelitian menunjukkan kesadaran merek, asosiasi merek, persepsi kualitas dan loyalitas merek berpengaruh positif dan signifikan baik secara simultan maupun parsial terhadap keputusan pembelian laptop Acer di Kota Semarang.

Kata Kunci : Kesadaran merek, Asosiasi merek, Persepsi kualitas dan Loyalitas merek

**The Effect of Brand Awareness, Brand Association, Perception  
Quality and Brand Loyalty on Purchasing Decision Process of ACER  
Laptop Brands in Semarang City**

**SETYA ADI PRATAMA**

(Lecturer : Dr. Amron, SE, MM)

*Bachelor of Management - S1, Faculty of Economy &  
Business, DINUS University*

*www.dinus.ac.id*

*Email : 211201102319@mhs.dinus.ac.id*

**ABSTRACT**

This research is motivated by competition among the personal computer industry (including laptop) which is increasingly competitive. The business competition in era of globalization is not limited and benefits of the products or functional attributes of products only. But it has been associated with the brand, because people are more prefer to buy products with well-known brand and respected. The purpose of this research to test the influence of brand awareness, brand association, perception quality, and brand loyalty. The sampling technique was used is Non-Probability Sampling. The analysis which focused on these customers indicates that the brand awareness, brand association, perception quality and brand loyalty simultaneously to purchasing decision of laptop brand Acer among contributions of 86.3% and the remainder is 13.7% explained by other variables that are not examined in this research. From the research showed brand awareness, brand association, perception quality and brand loyalty have positive effect and significant effect either simultaneously or partially to purchasing decision of ACER laptop in Semarang City.

**Keyword** : brand awareness, brand association, perception quality and brand loyalty